

## Promotions announced

Charles Rowe has been promoted to director of transportation for the K mart Corporation. He entered the company's traffic department in 1967 and through the years has gained the experience and knowledge to merit his new position.

Promotions in the traffic department include Frank Nemcek, employed since 1961, to general traffic manager; Salvatore Perconti, who joined the company in 1966, to assistant general traffic manager; and William Drehana, with the company since 1969, to traffic manager, carrier routings.

In merchandising, George Glassmeyer, former manager of K mart 4177, St. Clair Shores, MI, has been promoted to buyer in department 12, dry goods.

Mr. Glassmeyer joined the company in Dayton, OH. Since his first managerial assignment in 1963 at Store 373, Baltimore, MD, he has managed several Kresges and K mart stores and also served as district manager in the Southern and East-



Rowe

Glassmeyer

ern Regions. He managed Store 4177 for the past three years.

Ronald Gamble, former manager of Kresge 718, Hawthorne, CA, reported to Troy as assistant to Buyer James Crawford, party goods and table decorations.

John Fickes, former manager of K mart 9933, Emporia, KS, is now assistant to Buyer John Sommer-ville, home improvements.

In the construction division, Louis Oberlies has been named assistant manager of the maintenance division. He joined the company in 1968 and has served as air conditioning engineer, maintenance supervisor, and Southern Regional maintenance supervisor.

John Luddy has been promoted to regional maintenance supervisor, Southern Region, reporting to O. Keith Fjetland, regional construction manager.

## Make it kids' top priority: immunization

Of the 52 million American children under 15 years of age, 30 million are not properly immunized against polio, measles, rubella, tetanus, diphtheria and whooping cough — all diseases that can seriously threaten them.

The nation has the vaccines, the public and private health care resources, and the know-how to immunize these youngsters.

Yet it is not being done. Instead, the number of unprotected children is growing.

President Carter has made comprehensive childhood immunization a major goal of his Administration. The time frame for progress set by the President is to reach all those who need immunization within the next two years.

It's not just an individual clinical problem. When vaccination rates hover at only 80 to 85 percent of the eligible youth population, as they do today, the chances of serious outbreaks of diseases greatly increase.

Immunizing your children is not a question of convenience, then. It's a serious health hazard that could descend on our land a fierce toll.

K mart associates are urged to do their part. Look into protecting your family through either your family doctor or public health clinics. You'll be doing yourself, your family and your country a great service.



Bob Rodgers received a handsome light-up globe to remember the honor by.

## Rodgers named World Trader

K mart Corporation's general manager of imports has been named the 1977 World Trader by the World Trade Club of Detroit.

Since 1953, the World Trader of the Year award has been bestowed upon an individual whom the organization feels has made a significant contribution toward fostering U.S. trade relations abroad.

Robert Rodgers' credentials more than qualify him for the distinction.

He began his career in 1925 and in 1945 transferred to the Detroit Office's expense control department.

In 1949, he was promoted to assistant manager of the import department, and in 1960 earned his present position.

He has travelled extensively in Europe and the Far East on behalf of the company, and supported many U.S. shipping lines and custom house brokers.

## News briefs

### April sales up

Sales for the four weeks ended April 27, 1977 were \$78,713,000, up 12.7 percent from the same period last year, or an increase of \$114,397,000. For the 12 weeks ended April 27, 1977, sales increased 22.9 percent over last year.

Commenting on the sales, Chairman Robert Dewar said, "Sales for the combined March/April spring and Easter selling period were up 22.9 percent over the same period for 1976.

"This would indicate continued strength in consumer confidence" as sales in 1976 were up over 23 percent in comparison with the same period in 1975.

"While sales compare favorably with the previous year and are on target with our projection for the first quarter, expenses and gross margin factors will very likely not compare as favorably against the excellent results of the first quarter of 1976, when a record pre-tax profit was reported. We continue to be encouraged about the strength of the economy and are optimistic about the full year's results."

### Ten stores opening

Count	Region		Opening
1	E	3361, Allentown, PA	June 9
2	E	7197, Pottsville, NJ	June 9
3	S	3365, Margate, FL	June 20
4	S	3366, Pompano Beach, FL	June 20
5	S	7046, Goldsboro, NC	June 22
6	S	7078, St. Augustine, FL	June 22
7	S	6637, Columbia, TN	June 26
8	W	3374, Sunland, CA	June 26
9	W	3334, La Verne, CA	June 26
10	W	3374, Federal Way, WA	June 9

### Grandest opening yet

Just a scant two months after the grand opening of K mart 3367 in a former brickyard in Chicago, IL, officials are predicting that this new store will reach its third year sales estimates within the first two years of operation.

The Brickyard store opening on March 16 was the most successful since K mart's inception. Its first few weeks of life have proven the wisdom of K mart's concepts of building on the vacant property in the densely populated residential midwest-side of Chicago.

The Brickyard, when completed in 1978, will be a two level regional mall, and represents the first mall and K mart within Chicago's city limits. Brickyard K mart displays a number of innovations: All store receiving is done in a tunnel, delivering to an enlarged stock room, with never a truck trailer seen to the public. Also, the automotive department boasts 12 bays for speedy drive-through service.

Similar developments look possible. Kresge will study property opportunities in other large, major metropolitan areas where land has been previously unavailable.

### New size successful

As K mart approaches three full years since introducing the Group Nine stores of 40,000 square feet, company executives have learned a great deal about merchandising for smaller cities. The most recent response has been a new size, 35,000 square feet.

Due to acquisitions in the last year, the new 35,000 square foot K marts comprise 81 of the 181 Group Nine stores now operating.

"It fills the gap between the 40,000 and 65,000 square foot stores," stated President Ervin Wardlow. "We now have a choice of two sizes (40,000 and 35,000) for small cities of 12,000 to 15,000 population.

"With the larger stores, we can be more complete and show the customer a greater assortment of merchandise, include a small cafeteria, and utilize an enlarged stockroom

area to more effectively operate the store," Mr. Wardlow said.

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